How to create e-books

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Tips for creating an e-book

- If you want to be able to produce more than one e-book, make it around 20-30 pages
- E-books should also include images and graphs, so you don't really have to write 20-30 pages of text
- Steps to creating an e-book:
  - Identify your target audience
  - Pick your topic
  - Write your title and outline
  - Start writing the actual content - provide all the detail your audience expects and needs
  - Edit the book for clarity and meaning - use bullet lists, break up long paragraphs, make it easy to read and understand
  - Call out key points - use visuals to reinforce the most important things
  - Read it out loud to spot any mistakes or weirdness - also you can have someone else read it and give you feedback
- Designing your e-book:
  - you can find tons of e-book templates online
  - insert some stock photos that match your topic
  - make sure you include your logo and branding on every page

- Use the last page of the e-book to say who you are, what you do, and where can people find you (add a link to your website)

- The landing page for promoting your e-book should be set up clear expectations about what the viewers will get and why they should read the material